Downloaded from <https://www.velvetjobs.com/job-descriptions/loyalty-marketing-manager>

# Example of Loyalty Marketing Manager Job Description

Our innovative and growing company is hiring for a loyalty marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for loyalty marketing manager

* Develop and lead seasonal and monthly promotional sampling annual percent off campaigns
* Optimize the consumer engagement and experience strategy across all touch points including website, email, call center
* Create and manage the My Coke Rewards consumer strategy incorporating on-site and off-site optimizations leveraging technology to enhance consumer experiences/marketing programs
* Lead and project manage the implementation of CRM recommendations, in cross-functional partnership with I.T., the stakeholder team, analytics
* Act as the loyalty and CRM subject matter expert
* Track and measure program results using database & web analytics and other tools, identifying existing optimizations and new areas for improvement
* Manage the program P&L, driving profitable program growth
* Participate in annual planning and forecasting for the My Coke Rewards business
* Drive growth in a dynamic, fast paced, high growth organization
* Understand consumer trend and behavior global/APAC business goals to develop and execute insight driven initiatives, such as member exclusive benefits/offers/events and social engagement activities

## Qualifications for loyalty marketing manager

* 5-7years of work experience in Online Marketing, Promotion Marketing, Loyalty Programs, or Member Acquisition
* Financial acumen to intelligently speak to performance on a weekly/monthly basis
* Three to Six years marketing (digital marketing) or related industry experience preferred
* 2 or more years of experience in a role leading the development of new or existing products or marketing channels
* Strong understanding of digital technology, particularly web and mobile
* Knowledge of the Fitness Industry